

HOMEADE, LLC
434 N. FRONT STREET
LEMOYNE, PA 17043

January 4, 2018

Ms. Shona Marshall
Public Utility Analyst II
Public Service Commission
861 Silver Lake Blvd
Cannon Building
Suite 100
Dover, DE 19904

RE: In The Matter of HomeADE, LLC for A Certificate to Provide Electric Supply Services within the State of Delaware (Response to Deficiency Correspondence of December 22, 2017) – PSC DOCKET NO. 17-0996- SUBSEQUENT FILING

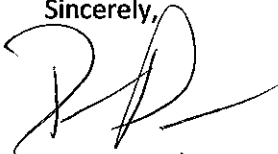
Dear Ms. Marshall:

Per your correspondence of 12/22/17, requesting HomeADE, LLC to file the entire public version of the confidential supplemental filing submitted October 12, 2017.

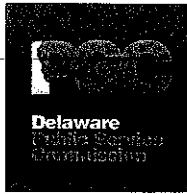
Also attached is a signed, sworn statement of verification (Attachment M) for all subsequent filings in this docket dated January 4, 2018.

Please do not hesitate to contact me at ryan@zentility.com.

Sincerely,

A handwritten signature in black ink, appearing to be 'RP' with a stylized flourish extending to the right.

Ryan Peusch
RP/jmf



Company Name HomeADE, LLC

Company Website www.zentility.com

1. Legal name of Applicant and the name under which the Applicant proposes to do business in Delaware.

HomeADE, LLC d/b/a Zentility
Name

☒ Applicants with a d/b/a must submit a copy of the Registration of Trade, Business & Fictitious Name Certificate for each of the three Delaware counties.

Provided in **Exhibit** A

☐ Provide a list of names under which the Applicant, its Affiliated Interests, or any current or previous officer, director, or manager has previously done business in Delaware. NONE

Provided in **Exhibit**

1. Tax identification number:

46-4962685
Federal Tax ID Number

2. Certifications:

Certifications issued by the state of formation or incorporation that the Applicant is in good standing and qualified to do business in that state.

☒ Provide a Certificate of Good Standing issued by the Secretary of State of the state of formation or incorporation (if different from the State of Delaware) dated within the past 12 months certifying that the Applicant is in good standing and qualified to do business in Delaware. Provided in **Exhibit** B

☒ Provide a copy of the Applicants Business License certifying that the Applicant is registered and/or qualified to do business in the state of formation or incorporation (if different from the State of Delaware). Provided in **Exhibit** C

3. Authority to do Business:

Each Applicant will provide a copy of the following documentation:

☒ Provide a Certificate of Good Standing issued by the Delaware Secretary of State dated within the past 12 months certifying that the Applicant is in good standing and qualified to do business in Delaware. Provided in **Exhibit** D

- ☒ Provide a copy of the Applicants Delaware Business License certifying that the Applicant is registered and/or qualified to do business in Delaware. Provided in Exhibit E

4. **Delaware Registered Agent:**

Each Applicant shall provide a designation in writing of the name and address of a person resident within the State of Delaware upon which service of any notice, order or process may be made. This information must be updated if changed.

Incorp Services, Inc.

Name

919 N. Market Street, Suite 425

Address

Wilmington, DE 19801

Phone

800-246-2677

5. **Leadership:**

Provide the names, titles, addresses, and telephone numbers of the Applicants' principal officers, directors, partners, or other similar officials. Provided in Exhibit E

6. **Corporate Structure:**

Each Applicant shall provide a description of the Applicant's corporate structure, including all parent, affiliated, and subsidiary companies. Additionally, please provide a graphical depiction of such structure. Provided in Exhibit _____

Applicant has no parent or affiliates/subsidiaries.

7. **Name, title, and telephone number of a Regulatory Contact Person:** This person will ordinarily be the initial point of contact for resolving complaints filed with the Commission. The Commission will also send any correspondence to this person. This information is required to be updated if there is a change.

Ryan Peusch

Name of Regulatory Contact

President & CEO

Title

(443) 710-1920

Telephone Number

ryan@zentility.com

Email Address

8. **Name, title, and telephone number of Complaint Contact Person:** If contact is different from the Regulatory Contact.

Name of Complaint Contact

Title

Telephone Number

Email Address

9. **Name, title, and telephone number of Applicant's Attorney:** This person will ordinarily be the initial point of contact for resolving complaints filed with the Commission. The Commission will also send any correspondence to this person. This information is required to be updated if there is a change.

Name of Attorney

Firm

Address

Telephone Number

Email Address

☒ No Attorney

10. **Toll-free telephone number of Applicants customer service department:** This number will be listed on the Commission's website as a resource for existing and potential customers.

(877) 563-4483

Toll-free customer service number

11. **Consent to Jurisdiction:** A statement consenting to the jurisdiction of the Delaware courts for acts or omissions arising from the Electric Supplier's and its Agent's in the State.



By (signature)

Ryan Peusch

Typed or Printed Name

President & CEO

Title

12. Criminal activities statement:

☐ A statement detailing any criminal activities, except for misdemeanors or lesser violations, of which the Applicant, any of its Affiliated Interests, officers, and directors (and prior officers and directors who left the Applicant's employ less than three (3) months before the filing of the application) have been convicted. Any criminal disclosure shall include a copy of any order of conviction and restitution. Provided in **Exhibit** _____

☒ Neither the Applicant nor its affiliated interests, officers or directors have been charged or convicted of any criminal activities.

13. Certified Financial Statements and other indicia of financial capability: Applicants submitting European-style financial statements shall include a statement of similarity.

☐ Provide copies of certified financial statements (balance sheet, income statement, statement of cash flows current within twelve (12) months of the filing).
Provided in **Exhibit** _____ (If publicly traded the Applicant must submit the certified financial statements AND its most recent annual report to the shareholders and SEC Form 10-K, or a link to the report on the SEC website. If not publicly traded, the Applicant must submit the accounting statements, including balance sheet and income statement, audited financial statements, bank account statements, tax returns or other indicia of financial capability, or if applicable, the certified financial statements of a publicly traded parent.)

☒ Other indicia of financial capability submitted in support of the application (should be current within twelve (12) months of the filing). Provided in **Exhibit** G

14. Bankruptcy disclosure:

☐ See **Exhibit** _____ for detailed statement of all bankruptcy proceedings filed by the Applicant in the past 24 months

☒ Neither the Applicant nor its affiliated interests has filed bankruptcy in the past 24 months

15. Compliance with Regional Requirements:

☒ Applicant agrees to only work with an entity that complies with PJM's requirements and is a Certified Electric Supplier in Delaware.

Provide a brief a list of Electric Suppliers through which the Applicant intends to arrange for the sale of electricity (**any change to this list must be updated with the Commission within five (5) Business Days of the change**):

Provided in **Exhibit** H

16. **Description of the nature of the business being conducted:** Description of service, types of customers and geographic area to be served.

Description of service: Provided in Exhibit I

Types of Customers: *Check all that apply*

- ☐ Residential ☒ Large Commercial
☒ Industrial ☐ Small Commercial

Geographic Area: *Applicant should check one or both*

- ☒ Delmarva Power & Light Service Territory
☒ Delaware Electric Cooperative Services Territory

17. **Relevant retail experience of each principal officer responsible for Delaware**

operations. In order to fulfill the requirements of the Supplier Rules an Applicant must present substantial evidence of technical and managerial competency the Applicant must submit, in an attachment, detailed professional resumes including dates, jobs/ job titles and duties for each principal officer responsible for operations in Delaware.

☒ Provided in Exhibit J

18. **List of states presently selling electric supply/broker services and a list of state with pending applications:** Please provide a list of the states in which the Applicant, or any of its affiliates, is now or has been engaged in the retail sale of electricity, status of the application (approved or pending), type of license, license number (if approved) or commission docket number (if pending):

State: _____	Status: _____	Type of License: _____	License No: _____	Date Issued: _____
State: _____	Status: _____	Type of License: _____	License No: _____	Date Issued: _____
State: _____	Status: _____	Type of License: _____	License No: _____	Date Issued: _____
State: _____	Status: _____	Type of License: _____	License No: _____	Date Issued: _____
State: _____	Status: _____	Type of License: _____	License No: _____	Date Issued: _____
State: _____	Status: _____	Type of License: _____	License No: _____	Date Issued: _____

*If more space is required please attach a separate sheet of paper with the above information. **Provided in Exhibit K**

Applicant shall provide a copy of any order or decision from the state's public utility commission for each state listed above. **Provided in Exhibit L

19. **List of states in which Applicant has received authority to sell/broker services but is not currently providing services.**

NONE

Delaware Public Service Commission
Electric Broker Certificate

State: _____ Status: _____ Type of License: _____ License No: _____ Date Issued: _____
 State: _____ Status: _____ Type of License: _____ License No: _____ Date Issued: _____
 State: _____ Status: _____ Type of License: _____ License No: _____ Date Issued: _____
 State: _____ Status: _____ Type of License: _____ License No: _____ Date Issued: _____

*Applicant shall provide a copy of any order or decision from the state's public utility commission for each state listed above. **Provided in Exhibit** _____

20. Other Proceedings - List of states or federal jurisdictions in which Applicant or its Affiliated Interests has been denied approval and/or had authority revoked.

State: _____ Date certified: _____
 State: _____ Date certified: _____

*If the applicant has been denied approval or had its authority revoked by a state Commission please provide a detailed explanation for each state. **Provided in Exhibit** _____

☒ Applicant has never been denied or revoked

21. List of States or Federal jurisdictions in which the Applicant or any of its Affiliated Interests has been found to be in violation of a state's laws, rules or regulations.

Provided in Exhibit _____ NONE

22. Please provide a copy of any settlement, adjudication, or court order with respect to an action filed by a state Attorney General, the Federal Trade Commission, or U.S. Department of Justice concerning the Applicant's participation in retail and federal electricity, natural gas, or telecommunications markets.

NONE
Provided in Exhibit _____

23. Pending Proceedings for revocation/suspensions: Applicant shall provide a list of proceedings in which a revocation or suspension of authority to sell or broker electricity is pending or has been adjudicated, and the name case number, venue, final orders and settlement agreements for each case identified.

State: _____ Case Number: _____ Venue: _____ Final Order No: _____ Date Issued: _____
 State: _____ Case Number: _____ Venue: _____ Final Order No: _____ Date Issued: _____
 State: _____ Case Number: _____ Venue: _____ Final Order No: _____ Date Issued: _____

☐ Additional information provided in **Exhibit** _____
 NONE

24. Security: The Commission may determine that an Applicant requesting to be a Broker is required to post security in the amount of \$10,000 in order to ensure that the Applicant has sufficient financial ability to operate as a Broker in the State. This will be determined on a case-by-case basis.

25. Any other information:

- ☐ Other material submitted in support of the Application. Provided in **Exhibit** _____
- ☒ No other supporting material is provided

26. Verification of Application: The Application must be accompanied by a signed, notarized verification of a principal officer of the Applicant stating that all information in the application is true and correct as filed to the best of the principal's or officer's belief. Where the Applicant is a corporation or an association, the verification shall be signed by an officer thereof and notarized. (See Attachment A for an example)

☒ Verification is provided in **Exhibit** M

27. Waiver of certification requirements: Only applicable to Applicants requesting a waiver.

- ☐ Applicant requests a waiver of the requirements in Section(s) _____. Please provide a detailed explanation in support of the request for a waiver below: *If additional space is required please attach additional sheets of paper to the Application as necessary.*
Provided in **Exhibit** _____

☒ No waiver requested

28. Marketing Plans and Materials: If the Applicant intends to serve Residential and Small Commercial, the Applicant shall provide the marketing plan and all marketing materials (please see Reg. 49, Supplier Rule - **Sections 2.2.13 – 2.2.14** for a complete list of materials to be submitted).

Please provide a description of the marketing plan(s) and/or methods Applicant plans to use in Delaware, the description should identify whether Door-to-Door, Telemarketing, direct mail, or other marketing channels will be used and, where applicable, the identification of third party vendors that the Applicant will utilize. Additionally, please include the manner in which the Applicant will ensure oversight, training, and compliance with the Supplier Regulations.

☒ Additional information provided in **Exhibit** N

**Exhibit A - Registration of Trade, Business & Fictitious Name Certificates
for New Castle, Kent, and Sussex Counties**

REGISTRATION OF TRADE, BUSINESS & FICTITIOUS NAME CERTIFICATE

County: New Castle ☒ Kent ☐ Sussex ☐

TRADE NAME: HomeADE LLC d/b/a Zentility

Business Address: 1350 Magnolia Avenue, Annapolis, MD 21403-4668

Phone Number: (443) 710-1920

Person, Firm or Association (Parent Company, if applicable):

Not applicable

Names and addresses of ALL owners, members, or partners comprising the business:

Last Name	First Name	Address
Peusch	Ryan	1350 Magnolia Ave., Annapolis, MD 21403
Tobe	Craig	1350 Magnolia Ave., Annapolis, MD 21403
Patanella	Joseph	1350 Magnolia Ave., Annapolis, MD 21403
Nicholson	Kyle	434 North Front St., Wormleysburg, PA 17043
Cawley	James	1020 Kent Drive, Mechanicsburg, PA 17050

Date of Formation: April 24, 2014 in Maryland

Nature of Business: Electric Supplier/Broker licensed by the DE Public Service Commission

State of Pennsylvania
County Delaware

CERTIFIED AS A TRUE COPY
ATTEST: SUSAN A. HEARN
PROTHONOTARY
BY B Parent

BEFORE ME, the Subscriber, a Notary Public of the State of Pennsylvania, personally appeared a principal in the business described in the Certificate, who, having first been sworn by me according to law did depose and say as follows:

1. He/She is a principal in the business described in the certificate.
2. That the foregoing information provided in the certificate is true, correct, and complete.

NOTARIAL SEAL
JOYCE M FISCHER, NOTARY PUBLIC
CITY OF CONEWAGO, ADAMS COUNTY
MY COMMISSION EXPIRES DECEMBER 18, 2017

Kyle J Nicholson
Affiant
Title: Partner

SWORN AND SUBSCRIBED this 27th day of February, 2017

Joyce M. Fischer
Notary Public

Print Form

Revised 11/09

FILED
PROTHONOTARY
2017 MAR -3 PM 3:30

Trade, Business & Fictitious Names

Selected Trade, Business Or Company Details

County	Kent
Status	Active
Trade Name	HomeADE LLC d/b/a Zentility
File Number	589078
Formation Date	04/24/2014
Filed Date	03/03/2017
Address 1	1350 MAGNOLIA AVENUE
Address 2	
City	ANNAPOLIS
State	MD
Zip Code	21403
Phone	443-710-1920
Affiant	KYLE NICHOLSON
Affiant Title	PARTNER
Parent Company	
Nature of Business	ELECTRIC SUPPLIER/BROKER LICENSED BY THE DE PUBLIC SERVICE COMMISSION
Termination Date	
Last Updated On	03/06/2017

The Official Website of the Delaware Judiciary

Change Your Text Size:

Courts

Supreme Court

Hours & Locations

Contacts

Operating Procedures

Oral Arguments

Press Releases

Court of Chancery

REGISTRATION OF TRADE, BUSINESS & FICTITIOUS NAME CERTIFICATE

County: New Castle ☐ Kent ☐ Sussex ☒

TRADE NAME: HomeADE LLC d/b/a Zentility

Business Address: 1350 Magnolia Avenue, Annapolis, MD 21403-4668

Phone Number: (443) 710-1920

Person, Firm or Association (Parent Company, if applicable):

Not applicable

2017 MAR - 3 AM 11:15
LED PROTHONOTARY
SUSSEX COUNTY

Names and addresses of ALL owners, members, or partners comprising the business:

Last Name	First Name	Address
Peusch	Ryan	1350 Magnolia Ave., Annapolis, MD 21403
Tobe	Craig	1350 Magnolia Ave. Annapolis, MD 21403
Patarella	Joseph	1350 Magnolia Ave. Annapolis, MD 21403
Nicholson	Kyle	434 North Front St., Wormleysburg, PA 17043
Cawley	James	1020 Kent Drive, Mechanicsburg, PA 17050

Date of Formation: April 24, 2014 in Maryland

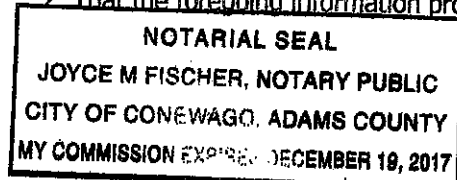
Nature of Business: Electric Supplier/Broker licensed by the DE Public Service Commission

State of Pennsylvania

County Adams

BEFORE ME, the Subscriber, a Notary Public of the State of Pennsylvania, personally appeared a principal in the business described in the Certificate, who, having first been sworn by me according to law did depose and say as follows:

1. He/She is a principal in the business described in the certificate.
2. That the foregoing information provided in the certificate is true, correct, and complete.



Affiant Kyle J. Nicholson

Title: Partner

SWORN AND SUBSCRIBED this 27th day of February, 2017.

Joyce M. Fischer
Notary Public

Exhibit B - Certificate of Good Standing issued by the Secretary of State of Maryland

STATE OF MARYLAND
Department of Assessments and Taxation

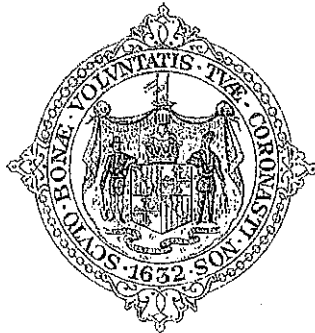
I, MICHAEL L. HIGGS OF THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND, DO HEREBY CERTIFY THAT THE DEPARTMENT, BY LAWS OF THE STATE, IS THE CUSTODIAN OF THE RECORDS OF THIS STATE RELATING TO LIMITED LIABILITY COMPANIES, OR THE RIGHTS OF LIMITED LIABILITY COMPANIES TO TRANSACT BUSINESS IN THIS STATE, AND THAT I AM THE PROPER OFFICER TO EXECUTE THIS CERTIFICATE.

I FURTHER CERTIFY THAT HOMEBASE, LLC (W15821515), REGISTERED APRIL 24, 2014, IS A LIMITED LIABILITY COMPANY EXISTING UNDER AND BY VIRTUE OF THE LAWS OF THE STATE OF MARYLAND, AND THAT THE LIMITED LIABILITY COMPANY IS AT THE TIME OF THIS CERTIFICATE IN GOOD STANDING TO TRANSACT BUSINESS.

IN WITNESS WHEREOF, I HAVE HEREUNTO SUBSCRIBED MY SIGNATURE AND AFFIXED THE SEAL OF THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION OF MARYLAND AT BALTIMORE ON THIS JUNE 28, 2017.



Michael L. Higgs
Director



301 West Preston Street, Baltimore, Maryland 21201
Telephone Balto. Metro (410) 767-1344 / Outside Balto. Metro (888) 246-5941 0010651350
MRS (Maryland Relay Service) (800) 735-2258 TT/Voice
Fax (410) 333-7097

CRTGST

Exhibit C - Applicant's Maryland Business License

The Maryland State License Bureau ((410-260-6240) of the Comptroller of Maryland advises that Maryland does not require businesses that provide intangible services (such as electric broker services) to obtain a license to do business in the state.

Exhibit D - Certificate of Good Standing issued by the Delaware Secretary of State

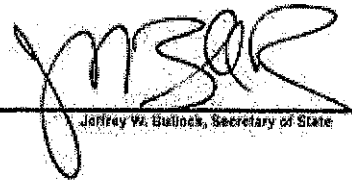
Delaware

Page 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF
DELAWARE, DO HEREBY CERTIFY "HOMEADE, LLC" IS DULY REGISTERED UNDER
THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A
LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF
THE ELEVENTH DAY OF MARCH, A.D. 2017.




Jeffrey W. Bullock, Secretary of State

6256299 8300

SR# 20171571539

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 202182058

Date: 03-11-17

Exhibit E - Applicant's Delaware Business License

LICENSE NO. 2017100801

STATE OF DELAWARE
DIVISION OF REVENUE

VALID

01/01/2017 - 12/31/2017

POST CONSPICUOUSLY

NOT TRANSFERABLE

BUSINESS CODE 7

LICENSED
ACTIVITY

PROFESSIONAL AND/OR PERSONAL SERVICES

DLN: 17-08264-00-000

DATE ISSUED: 03/23/2017

VALIDATED

2017

LICENSE FEE: \$ 75.00

MAILING ADDRESS

HOMEADE LLC
434 N FRONT ST
WORMLEYSBURG PA 17043-1114

BUSINESS LICENSE



BUSINESS LOCATION

DBS ZENTILITY
1350 MAGNOLIA AVE
ANNAPOLIS MD 21403-4914IS HEREBY LICENSED TO PRACTICE, CONDUCT OR ENGAGE IN THE OCCUPATION
OR BUSINESS ACTIVITY INDICATED ABOVE IN ACCORDANCE WITH THE LICENSE
APPLICATION DULY FILED PURSUANT TO TITLE 30, DEL CODE.

David Gregor

DIRECTOR OF REVENUE

IMPORTANT – TEAR AT ABOVE PERFORATION AND DISPLAY IN A PUBLIC LOCATION

Unique ID#:

B17859503407 001

Business Code 7
Group CodeLicensed
Activity

PROFESSIONAL AND/OR PERSONAL SERVICES

The 2017 State of Delaware License printed above must be posted in a public area at the location address listed. If you have any questions regarding this license, please call (302) 577-8778.

REPLACEMENT LICENSES

Keep this portion of your license separate, in case you need a replacement for any lost, stolen or destroyed license. A \$ fee will be charged for the replacement of a license. Send the \$ along with a copy of this form or provide your Federal Employer Identification Number, or Social Security Number, suffix, Business Code, Business Name and address to Delaware Division of Revenue, Attn.: Business Master File, PO Box 8570, Wilmington, DE 19899-8750. You will receive your replacement license within three to four weeks.

OTHER IMPORTANT INFORMATION

Most licensees are also required to pay either gross receipts or excise taxes in addition to the license fee. You can file these taxes online or obtain a paper form from our website at www.revenue.delaware.gov. You must **submit all business tax returns** filed with the Division of Revenue **under the same identification number**. If you are a sole-proprietor, and have a federal employer identification number, use the employer identification number, not your social security number. Only sole proprietors with no employees are allowed to file under their social security number. Inquiries regarding your coupon booklets to pay withholding, corporate tentative and Sub Charter 'S' estimated taxes; or to make changes to your name, address or identification number should be directed to the Business Master File unit at (302) 577-8778. You may also E-mail us at: PATRICIA.LOCKLEAR@state.de.us.

INTERNET SITE

The Division of Revenue web address is: www.revenue.delaware.gov. Visit our web site for tax tips, links to telephone numbers, forms that you can download, links to other State agencies, the Delaware Code, the publication 'Delaware for Small Business' and lots more. Internet filing of personal income tax returns via the Division of Revenue's website is available. Internet filing for Withholding, Gross Receipts and Corporate Tentative payments is also available.

Exhibit F – Leadership

Ryan Peusch, President, 1350 Magnolia Ave., Annapolis, MD 21403; (443) 710-1920

Craig Tobe, Chief Technology Officer, 1350 Magnolia Ave., Annapolis, MD 21403;
(610) 551-2667

Joseph Patanella, Member/Partner, 1350 Magnolia Ave., Annapolis, MD 21403; (202)
744-0589

Kyle Nicholson, Member/Partner, 434 North Front Street, Wormleysburg, PA 17043;
(202) 258-7754

Ryan Peusch

Ryan@zentility.com

PROFILE

Entrepreneurial in nature I find passion in developing and executing my ideas and seeing them successfully to fruition. Communication and negotiation, both written and oral, play into successful relationship management between internal and external customers alike. Innovative problem solving with a talent for quickly mastering technologies and developing S.M.A.R.T action plans to align strategic objectives. Strong teamwork and diplomacy are core to any company's success.

WORK EXPERIENCE

Zentility

CEO

2014 - Present

Zentility is an automated energy management service (or what we like to call an Energy Robo-Advisor) formed to provide transparency to an energy industry littered with hidden broker fees and billing irregularities, with a real lack of clarity around what viable options are available on the market. Zentility is re-imagining how businesses manage their energy expenses, constantly watching the energy markets, and your energy portfolio for better deals.

Complete Mechanical & Electrical Solutions

Director of Business Development and Marketing

2014 - 2017

Complete Mechanical & Electrical Solutions, LLC (CMES) is a fully integrated Mechanical & Electrical engineering, services, repairs and installations organization. CMES assists clients looking to effectively plan, manage, and leverage their facilities as an asset within a portfolio.

CMES's mission is to be the leader in the mechanical and electrical industry by combining new technologies with the highest level of customer service.

With over 75 years of combined experience providing building operations, preventive maintenance, repairs, service and installations to building systems, including Mission Critical equipment and facilities.

CMES specializes in facility operations services including:

- Energy management and energy efficiency services
- Complete facility consulting services
- Preventive maintenance services
- Project management services
- Mechanical and electrical installation/repair services
- Energy Management/Load Reduction Services

Constellation Energy

Business Development Manager

2007 - 2013

- In-depth understanding of complex product structures and energy settlement options within industry segments including Power, Natural Gas, Load Response, Energy Efficiency, Solar, and Renewable Energy.
- Repeatedly surpassed yearly quota expectations while acquiring business valued in excess of \$48,000,000 in gross revenue for Constellation.
- Identified and established Endorsed Supply Agreements with 2 major trade associations to increase regional brand awareness and the available prospecting pool.

- Successfully leveraged territory management skills identifying new mid-to-large scale C&I business opportunities across MD, PA, DC, and NJ.
 - Fulfilled customers' needs by developing complex commodity hedging strategies and automation systems.
-

Groopity

Senior Vice President

2010-2014

- Established various channels to market via extensive fraternity network including over 500 colleges nationwide.
- Initiated marketing strategy through referral networking campaigns and perpetuated the brand on targeted social media sites.

EDUCATION

STEVENSON UNIVERSITY [VILLA JULIE COLLEGE] – Stevenson, MD

B.S. Business

Minor. Psychology

Craig Tobe

30 Sedgemoor Rd,
Wayland, MA 01778
craig2005@gmail.com
Tel. 443-326-9269

Objective

To secure a technical position in system design and architecture. I have 15+ years of software development and performance engineering experience, great communications skills and work well in a team environment. I have a passion for optimizing, tuning, and scaling systems to improve the user's overall experience. I would enjoy a job that would challenge my knowledge of system design, development, integration and overall best practices for building and maintaining a well performing system/application.

Experience

BNY Mellon | Eagle Investment Systems - Wellesley, MA

Sr. Principal Architect

8/2017 ~ *current*

- Eagle provides innovative data management, investment accounting and performance measurement solutions for large financial firms
- Architect for a new big data and reporting platform to replace their existing data management, accounting, and performance measurement solutions. The new solution takes all the greatness of the 25-year old product and reinvents it using modern technologies and best practices for development, testing, and CI/CD.

Constant Contact - Waltham, MA

Performance Architect

6/2014 ~ 8/2017

- Constant Contact is one of the largest online marketing companies. They provide tools to help businesses handle all their email and online marketing needs.
- Performance architect for all of Constant Contact's 100+ products. My role included the following:
 - Lead performance team and Center of Excellence (CoE)
 - Performance tuning and optimizations across all products and teams (Web and API)
 - Capacity planning, modeling and SLA budgeting
 - Performance monitoring and bottleneck identification
 - Deep-dive into systemic issues and provide solutions/recommendations
 - Mentor and train teams on best practices including restful microservices, performance optimizations, performance testing, SLAs, capacity modeling, monitoring, statistical analysis, bottleneck identification, etc...
 - Work directly with high level executives to review system performance, goals,

metrics, tools, and future direction.

- Set vision and champion new performance initiatives and technologies
- Implemented continuous integration pipelines for both server-side and client-side performance testing for agile teams
- Developed a performance platform for both server-side and client-side testing
 - The platform automates and trends performance testing metrics with 100% restful APIs and a modern UI with charting and statistical reporting
 - Full support for continuous integration through Jenkins with automatic build failure for performance degradation, high standard deviation, or SLA violations.
- Environment/Tools: dynaTrace, EXTJS, AngularJS, Spring Boot, Elasticsearch, Graphite, Grafana, Splunk, New Relic, CentOS, OpenStack, VMware vCenter, MySQL, Cassandra, Rails 4, JRuby, CouchDB, WebPageTest, Soasta CloudTest, Jmeter, LoadRunner, Jenkins, AWS, Docker, Rabbit MQ

eBay - Philadelphia, PA

Architect / Principal Performance Engineer

6/2010 ~ 6/2014

- eBay Enterprises works with more than 500 clients worldwide to provide e-commerce technology, fulfillment, and marketing services. (Toys R Us, Tumi, Timberland, Mattel, Polo, Aeropostale, Radio Shack, Ralph Lauren, Levis, and many more)
- Performance architect for eBay's new e-commerce platform.
This includes:
 - Abstracting the complexity of the system into a data model that explains the system by exposing important details and significant constraints
 - Providing long-term vision
 - Build a performance center of excellence (CoE)
 - Performance tuning and deep dive J2EE analysis
 - Capacity planning and designing/scaling test environments (WebLogic, Oracle RAC, Apache, Solr, Netezza, Sterling OMS, Apigee, Sonic, etc...)
 - Provide reports and work closely with senior executives
 - Drive best practices for server-side and client-side developers
- Improved high volume data feeds performance by 1600%
- Implemented dynaTrace, mentored and trained users in dynaTrace
- Architected and developed mobile performance framework enhancements
- Architected and developed automated web-based browser lab to benchmark and gather statistics for client-side performance measurements. The browser lab features 12 on-demand virtual machines, full featured web-based reporting using EXT JS, dynaTrace and Google Page-Speed to gather statistics, Shunra vCAT for network emulation, and custom .NET software utilizing Selenium to drive the tests.
- Train and mentor others on the team
- Heavy use of dynaTrace, Oracle, LoadRunner, Selenium, Shunra vCAT, .NET (development), EXT JS, and Gomez

BAE Systems - Herndon, VA
Lead Performance Architect
2011 (contract)

- Partnered with Oracle to configure, test, and identify bottlenecks in Oracle's WebCenter and Fusion Middleware product.
- Set quantifiable objectives
- Provided tailored views of software architectures to the appropriate stakeholders
- Designed approach
- Reviewed architecture and designed
- Identified and fixed application bottlenecks

FINRA (NASD) - Rockville, MD
Performance Lead / Automation Architect
7/2007 ~ 6/2010

- WIAT project. Web Integrated Audit Trail is a web-based application that allows its users to quickly search financial databases for market data. Its purpose is to provide report data by analyzing market trends for the prosecution of illegal activity.
- Managed and mentored team
- Developed custom GUI suite of tools for developers and testers to accomplish tasks such as browser automation, dynamic unit test creation, metadata validation, reporting, actimize alerts, and data loading.
- Improved data migration speeds with terabytes of financial data.
- Validated and improved market data patterns
- Improved GreenPlum performance by 200%
- Reviewed and optimized queries for Oracle, GreenPlum and Netezza

NPR (National Public Radio) - Washington, DC
Performance Architect
11/2007 - 2/2008

- 3 month contract with NPR to identify performance issues in their new video system and provide max capacity and scalability information for their system.
- Successfully identified bottleneck java methods, sql queries, and other processes in the application. Worked with the various teams to resolve the issues.
- Increased overall application performance by 400%, thus allowing them to meet their application launch dates.
- Used JMX monitors and HP J2EE Diagnostic Profiler to identify bottlenecks
- Environment: Windows Server 2003, Weblogic 9, and Oracle 10g

American Red Cross - Falls Church, VA
Performance Architect / Team Lead
6/2006 - 7/2007

- Validation of the ARC Bioarch project. The Bioarch project is the creation of the largest blood donor repository application in the world. It's a java applet based application configured from the COTS product eProgesa by MAK-Systems.

-
- Lead LoadRunner and automation engineer
 - Developed entire performance testing framework written in C and C# to support the growing needs of the developing application being tested as well as to ensure an object oriented approach to the LoadRunner scripts.
 - Developed entire performance testing framework written in C and C# to support the growing needs of the developing application being tested as well as to ensure an object oriented approach to the LoadRunner scripts.
 - Integrated .NET code into LoadRunner's custom C compiler
 - Interviewed and trained new team members
 - FDA regulated environment with black box testing
 - Environment: Windows 2003 Server, Weblogic 9, Solaris 9, Oracle 10g

Social Security Administration - Baltimore, MD

IT Automation Specialist

3/2003 - 6/2006

- Validation of the largest IBM Content Manager database in the world. All disability claims filed in the US as well as many other data types are stored in this electronic document management system.
- Lead performance engineer. Developed and performance scripts and scenarios in HP LoadRunner.
- Test automation lead - Writing Quick Test Professional (QTP) Scripts in VB Script
- Performance Monitoring using Quest Foglight, PerformaSure, and JProbe
- Mercury Quality Center Administrator and user (Requirements and Validation application where manual, automated, and load tests are stored as well as the results for them).
- Validation of Dot Net and Java Applications.
- Heavy interaction with DB2, IBM Content Manager, and UNIX.

Blowout Bedding - Baltimore, MD

Web Developer

2/2001 - 2/2003

- e-Commerce website.
- Promoted to lead developer.
- Redesigned and migrated their system to a new application framework.

Skills

Programming / Cloud	Software Tools	Team/Development
<u>Languages</u> C, C++ C#, VB Java Groovy SQL HTML / XML PHP JavaScript Ruby <u>Frameworks</u> Spring 4, Spring Boot Rails 3-4 Grails EXTJS 3.x-5.x Ember 1.x, 2.x Angular 2.x Jquery <u>Cloud Platforms</u> Amazon: EC2, EBS, S3, CloudFront, CloudWatch, SES, Redshift, RDS Google: Compute, Storage Rackspace: Servers, networking, storage, DB OpenStack	<u>Load Testing</u> HP Load Runner Jmeter Soasta CloudTest <u>App Monitoring/Diagnostic</u> Dynatrace New Relic HP Diagnostic Profiler Foglight/PerformaSure Gomez Graphite / Grafana <u>Automation</u> Selenium Quick Test Pro <u>IDEs</u> Visual Studio Eclipse IntelliJ / PHPStorm Atom <u>Build</u> Git Docker Jenkins	<u>Team Skills/Dev/Design</u> Agile (scrum) Restful APIs Object Oriented Design Workload / Capacity Modeling Continuous Integration <u>Databases</u> MySQL Postgres DB2 Oracle RAC Netezza Greenplum Cassandra Hbase <u>Big Data</u> Hbase Apache Phoenix Kafka Nifi Spark / Storm <u>Misc Applications/Tools</u> Oracle WebCenter Oracle Fusion Middleware VMware vCenter

Education

Towson University, Towson, MD

- Master's Degree in Applied Information Technology
- GPA - 3.5 Focuses: Project Management, Best Practices, Database Management, Internet Protocols, Web Programming, IT Security, and Computer Forensics.

Towson University, Towson, Maryland

- Bachelor's Degree in Computer Information Systems
- Graduated cum laude with a B.S. degree in Computer Information Systems and a focus in human-computer interaction.

JAMES H. CAWLEY

1020 Kent Drive, Mechanicsburg, PA 17050-7607 - (717) 728-9551 or (717) 439-8776 (mobile)
jhcesquire@gmail.com; jcawley@zentility.com; jcawley@skarlatoszonarich.com

EXPERIENCE

HOMEADE, LLC D/B/A ZENTILITY, Annapolis, MD & Lemoyne, PA
Vice President Strategy, 2016 to the present

SKARLATOSZONARICH, LLC, 17 South Second Street, 6th Floor, Harrisburg, PA 17101-2039
Regulatory and Appellate Counsel, 2016 to the present

PENNSYLVANIA PUBLIC UTILITY COMMISSION
VICE CHAIRMAN, 2005-2008; CHAIRMAN, 2008-2011; COMMISSIONER, 2011-SEPT. 30, 2015

RHOADS & SINON LLP, One South Market Square, Harrisburg, *Partner, 1996-2005*

LEBOEUF, LAMB, GREENE & MACRAE, L.L.P. (NYC), Harrisburg Office
Managing Partner, 1988-1996

BERKMAN, RUSLANDER, POHL, LIEBER & ENGEL
Partner, 1988 (voluntarily resigned before the firm dissolved and reformed as Klett, Rooney, Lieber & Schorling)

SOLE PRACTITIONER
1985-1988 (honoring "revolving door" prohibition in State Ethics Act and Public Utility Code)

PENNSYLVANIA PUBLIC UTILITY COMMISSION
Commissioner, 1979-1985

SENATE OF PENNSYLVANIA
Chief Counsel to the Majority, Senate of Pennsylvania (1977-1979)
Majority Counsel, Consumer Affairs Committee (1975-1977)

COMMONWEALTH COURT OF PENNSYLVANIA
Original law clerk to Honorable Glenn E. Mencer (1970-1973, 1974-1975)

EDUCATION

ST. BONAVENTURE UNIVERSITY
B.A. cum laude, English, 1967

NOTRE DAME LAW SCHOOL
J.D., 1970

BAR MEMBERSHIPS

COMMONWEALTH COURT OF PENNSYLVANIA, 1970
SUPREME COURT OF PENNSYLVANIA, 1971
UNITED STATES DISTRICT COURT FOR THE MIDDLE DISTRICT OF PENNSYLVANIA, 1974
UNITED STATES SUPREME COURT, 1976
UNITED STATES COURT OF APPEALS FOR THE TENTH CIRCUIT, 2012

ACTIVITIES

- **Board of Directors, Catholic Social Services, Inc., 1985-1988.**
- **Board of Directors, Pennsylvania-American Water Company, 1988-2003.**
- **Member, Pennsylvania Energy Development Authority, 1991-1999.**
- **Board of Directors, West Shore Public Library, 1993-1995.**
- **Adjunct Professor of Administrative Law (1994, 2000, 2005-2014), of Public Utility Law (1999), of Appellate Advocacy (2000-2004), Widener University Commonwealth Law School (Harrisburg).**
- **Instructor** in business law and legal research and writing at Harrisburg Area Community College, 1974-1975.
- **Instructor** in public utility law, Financial Accounting Institute (1984-1987) and the National Association of Regulatory Utility Commissioners (1983-1985).
- **Pennsylvania Bar Association, 1973-1980** (1975 Appellate Court Judicial Retention Committee; 1975 Special Sustaining Membership Committee; Executive Board, Young Lawyers' Section, 1973-74).
- **James S. Bowman American Inn of Court, 1994 to the present** (one of three co-founders; Past President).
- **St. Thomas More Society of Central Pennsylvania, 1989-2000** (Board of Governors; Past President).
- **Board of Directors, West Shore Country Club, Camp Hill, PA, 2005-2008**
- **Board of Directors, Pennsylvania Commonwealth Court Historical Society, 2007 to the present.**
- **National Association of Regulatory Utility Commissioners, 1979-1985** (President, Great Lakes Conference (16 states); Vice-Chairman, Committee on Water); 2005-2015 (Member, Committee on Telecommunications; Member, NARUC Task Force on Federalism and Telecommunications, 2012-2013).

- **Federal-State Joint Board on Universal (Telephone) Service**, Member and State Member Chairman, 2010-2015 (*see* 47 U.S.C. § 254).
- **Friends of the Cleve J. Fredricksen Library**, Camp Hill, PA, President, 2016-17.
- **Board of Directors, The York Water Company**, Oct. 3, 2016 to the present.

AWARDS

- Awarded an “AV” rating by Martindale-Hubbell, 1991.
- Widener University School of Law Adjunct Faculty Distinguished Service Award, 2009.
- PennFuture Green Power Policy Leader Award, 2009.
- National Energy Marketers Association Outstanding Public Service Award, 2010.
- National Energy Marketers Association Lifetime Achievement Award for the Advancement of Competitive Energy Markets, 2015.
- Keystone Energy Efficiency Alliance Energy Champion Award for Lifetime Achievement, 2015.
- National Association of Water Companies, Pennsylvania Chapter, James McGirr Kelly Award for Excellence, 2015.
- Pennsylvania Bar Association, Administrative Law Section, James S. Bowman Award, 2016.

PUBLICATIONS & PRESENTATIONS

James H. Cawley, Introduction, FR. LIEBEL’S LETTERS TO THE MEN AND WOMEN SERVING OUR COUNTRY, 1943-1945 (2002)

James H. Cawley & Norman James Kennard, RATE CASE HANDBOOK, A Guide To Utility Ratemaking Before the Pennsylvania Public Utility Commission (Pa. P.U.C. 1983).

James H. Cawley, *Sunshine Law Overexposure and the Demise of Independent Agency Collegiality*, 1 WIDENER J. PUB. L. 43 (1992).

James H. Cawley, *Lousy Lawmaking: Initiative & Referendum Is Unconstitutional*, PENNSYLVANIA LAW JOURNAL (Aug. 24, 1992).

James H. Cawley & Norman James Kennard, *Walking Through A Rate Case and Anatomy of a Rate Case* (Financial Accounting Institute course materials, 1984-85).

James H. Cawley, *A Comparison of Federal and Pennsylvania Administrative Law*, Widener University School of Law (1994) (lecture notes and materials for Administrative

Law courses).

James H. Cawley, *Why Nobody Loves a Utility Regulator*, UTILITY TRENDS (Dean Witter Reynolds, Inc., 1981).

James H. Cawley, *Dealing With the Problems of Small Water Companies*, Proceedings of the Twenty-First Annual Iowa State University Regulatory Conference on Public Utility Valuation and the Rate-Making Process (Ames, Iowa, 1982).

James H. Cawley, *The Takeover of Troubled Water Companies*, Proceedings of the Ninety-Fifth NARUC Annual Convention and Regulatory Symposium (Detroit, Michigan, 1983).

James H. Cawley & Harold C. Blatt, *An Overview of the Price of Water in the 1990's*, Proceedings of the Fourth NARUC Biennial Regulatory Information Conference (Columbus, Ohio, 1984).

James H. Cawley, *The Takeover of Troubled Water Companies*, Proceedings of the Fourth NARUC Biennial Regulatory Information Conference (Columbus, Ohio, 1984).

James H. Cawley & Catherine Sprague, A LOOK INSIDE (3 brochures: Guide to the PUC; Consumers and the PUC; Rate Case Companion) (Pa. P.U.C. 1985).

James H. Cawley, *It's Your PUC* (weekly column appearing in several Pennsylvania weekly and daily newspapers, 1985).

James H. Cawley & John F. Povilaitis, *Ethical Issues and Practice Before the Pennsylvania Public Utility Commission* (CLE ethics segment of Pennsylvania Public Utility Law Conference), Pa. Bar Institute, Dec. 1 & 2, 1994.

James H. Cawley, *Life Insurance Market Conduct Issues and Insurance Fraud* (CLE ethics segment of Insurance Issues for the General Practitioner), Pa. Bar Institute, 1995.

James H. Cawley, *The Ethical Lawyer in Cyberspace* (CLE ethics segment of Pennsylvania Public Utility Law Conference), Pa. Bar Institute, 1996.

James H. Cawley, *Mediation & Ethics for Practitioners: Users & Providers* (CLE ethics segment at Pennsylvania Bar Association's Annual Meeting), Pa. Bar Institute, 1997.

James H. Cawley, *Clients, Confidentiality and Communications* (CLE ethics segment of Pennsylvania Public Utility Law Conference), Pa. Bar Institute, 1998.

James H. Cawley & Katherine K. Combs, *Ethics Issues in a Deregulated World* (CLE ethics segment of Pennsylvania Public Utility Law Conference), Pa. Bar Institute, 1998.

James H. Cawley, *Judicial Review of Agency Delay and Inaction* (CLE substantive segment of Fifth Annual Administrative Law Symposium) Pa. Bar Institute, 2000.

James H. Cawley, ADVOCACY BEFORE ADMINISTRATIVE LAW JUDGES, Course Planner, Pa. Bar Institute, 2002.

James H. Cawley, *The Regulatory Agencies' Roles in Shaping Pennsylvania's Policy*, Pennsylvania Government Relations Workshop, The Public Affairs Council, April 8, 2003.

James H. Cawley, *The Reply Brief*, in APPELLATE BRIEF WRITING, THE BASICS AND BEYOND, Pa. Bar Institute, 2005.

James H. Cawley, WINNING YOUR CASE ON APPEAL, Course Planner, Pa. Bar Institute, 2005.

James H. Cawley, ALTERNATIVE ENERGY PORTFOLIO STANDARDS UPDATE, Course Planner, Pa. Bar Institute, 2006

James H. Cawley & John H. Quigley, *Pennsylvania Energy and Climate Change Initiatives*, in CLIMATE CHANGE LAW FOR PENNSYLVANIA LAWYERS, Pa. Bar Institute, 2007

James H. Cawley, POWER LAW 2010 & 2011, Course Planner, Pa. Bar Institute, 2010 & 2011

James H. Cawley, *Water and Wastewater Regulatory Practices to Assure Economic Viability*, National Association of Water Companies Water Policy Forum for Commissioners, April 3, 2011.

James H. Cawley, *Perspectives on Utility Infrastructure by a Public Utility Regulator (Principally, Pole Attachments Issues)*, Southeastern Electric Exchange Joint Use Committee, April 19, 2011.

James H. Cawley, *The FCC NPRM on Federal USF and Intercarrier Compensation Reforms: The Response of the State Members of the Federal-State Joint Board on Universal Service*, PUBLIC UTILITY LAW CONFERENCE, Pa. Bar Institute, June 1, 2011.

James H. Cawley, *A State Policymaker's Perspective on Reform*, in Reforms to Modernize Intercarrier Compensation/Universal Service to Transition to Broadband – Are We There Yet?, Federal Communications Bar Association CLE Program, September 19, 2011.

James H. Cawley, *The [Federal-State Joint Board on Universal Service] State Plan and the States' Concerns*, USF and ICC Reforms: The ABCs of America's Broadband Connectivity Plan, National Regulatory Research Institute Teleseminar, Oct. 3, 2011.

James H. Cawley, *Comments Regarding Proposed Adjudicative Amendments to Title 2 (Administrative Law and Procedure) of the Pennsylvania Consolidated Statutes*, in LEGISLATIVE PROCESS, STATUTORY DRAFTING, REGULATORY PROCESS & UPDATE, Pa. Bar Institute, Oct. 6, 2011.

James H. Cawley, *FCC Intercarrier Compensation and Federal USF Reform*, in Broadband or Bust at the FCC: Forward-Looking Telecom Reform or The Great Telecom Robbery of 2011, National Association of State Consumer Advocates Annual Conference, Nov. 14, 2011.

James H. Cawley, *The Implementation Status of Pennsylvania's Alternative Energy Portfolio Standards Act*, ARIPPA's 22nd Annual Tech Convention, Aug. 22, 2012.

James H. Cawley, *Energy Restructuring: The Pennsylvania Experience*, National Energy Marketers Association Fall Policy Leadership Forum, Oct. 16, 2012.

James H. Cawley, *Act 129 – Phase II, Energy Efficiency from 2012 Onward!*, in PBI POWER LAW CONFERENCE, Pa. Bar Institute, Oct. 23, 2012.

James H. Cawley, *Cost Recovery Reform – Pennsylvania’s Act 11 of 2012 (DSIC)*, Midwest Energy Association Legal, Regulatory and Government Affairs Summit, Oct. 3, 2013.

James H. Cawley, *Net Neutrality and the IP Transition*, National Association of Counties 2014 Legislative Conference, March 2, 2014.

James H. Cawley, *Telecommunications/Common Carrier Regulation & Cooperative Federalism*, Nineteen Annual Comprehensive Conference on Telecommunications Law, Law Seminars International, April 7, 2014.

James H. Cawley, *The Intercarrier Compensation Decision*, in 10th Circuit Upholds FCC’s Universal Service and Intercarrier Compensation Transformation Order: What Next?, Federal Communications Bar Association CLE Program, July 1, 2014.

James H. Cawley, *Managing the Regulatory Process: Legal Basis for Reform*, 37th International Training Program on Utility Regulation and Strategy, The World Bank and The Public Utility Research Center of the University of Florida, January 21, 2015.

Dozens of other presentations, panel moderations, and legislative committee appearances requiring extensive preparation on electric and gas choice, Act 129 of 2008 energy efficiency and conservation measures, contribution reform of the federal Universal Service Fund (USF), reform of the federal E-Rate program, federal reform of intercarrier compensation and repurposing the federal USF, advocacy of broadening Pennsylvania’s water and wastewater Distribution System Improvement Charge (and eventual enactment of Act 11 of 2012), and a host of other topics.

PERSONAL

- Married September 19, 1970 to Mary Kevin (Schaffner) Cawley
- Children:
 - Mark C. Cawley, Esq., Senior Corporate Counsel, 21st Century Insurance, Wilmington, DE
 - Patrick S. Cawley, Esq., Majority Counsel and Executive Director, Pennsylvania Senate Judiciary Committee, Harrisburg, PA
 - Brian J. Cawley, Vice President, Orthopedics for Central Maryland Region, MedStar Health, Baltimore, MD
 - Mary Katherine Cawley Dugan, Elementary School Teacher, Mater Dei School, Bethesda, MD

Exhibit G - Other indicia of financial capability submitted in support of the application

*******CONFIDENTIAL INFORMATION REDACTED*******

Pursuant to 26 Del Admin. C. § 1001-1.11, the information contained in this exhibit is claimed by HomeADE LLC d/b/a Zentility as confidential, proprietary, and privileged material and therefore is exempt from disclosure under 29 Del. C. § 10002(l)(2).

Exhibit H – Partial List Of Suppliers Under Agreement

Ambit Energy

Direct Energy

National Gas and Electric

TXU

Gexa Energy

Liberty Power

ENGIE (formerly GDF SUEZ Energy Resources)

Agera Energy

Hudson Energy

Con Edison Solutions

Constellation Energy

Crius Energy

NRG

NextEra Energy

Champion Energy

WGS

Mint Energy

Cirro Energy

Exhibit I – Description of Service



By making its application-based software available free to its users on their desktop computers and mobile Apple or Android devices, Zentility facilitates and automates the purchase and management of electricity by users from over two dozen state-licensed electricity suppliers that are members of the Zentility Marketplace, an energy platform that allows suppliers to bid competitively for users' electricity load.

The software provides both users and suppliers with their own energy management "dashboard." The user's dashboard displays an array of constantly-updated usage, price, and cost data for the user's single building/account (or tens of thousands of them). Suppliers' dashboards graphically display convenient tools to facilitate electronic bidding on a user's load.

Zentility is paid a small fee per kilowatt hour by the winning supplier only if the user and supplier contract through Zentility's Marketplace. Very uncommon in the industry, the fee (usually 1 mil or less, i.e., $\leq \$0.001/\text{kWh}$) is not only disclosed in negotiations upfront but is typically 60-90% lower than the per kilowatt hour commissions charged by energy brokers. That fee is then included in all supplier price and term bids.

A user simply provides Zentility with ongoing access to its usage and bill data, which is shared with the state-licensed suppliers on the Marketplace platform for bidding purposes but is otherwise kept confidential.

The software solicits fixed-price bids from suppliers on the platform, reviews offers and terms submitted, and, if a better rate than the user's existing rate is available, makes a report and recommendation to the user (which is under no obligation to accept any supplier's offer or Zentility's recommendation). Rather than a reverse auction process where suppliers see other ongoing bids and bid only as low as they need to, all suppliers bid simultaneously but may submit multiple bids of differing rates and terms.

With the report and recommendation, the software provides the recommended supplier's downloadable contract. The user may request different rates or terms by asking Zentility to seek them or by dealing directly with the supplier. The user may accept Zentility's recommendation on a recommendation-by-recommendation basis or opt for an automatic ("auto pilot") acceptance feature. Upon contract acceptance, the new supplier notifies the user's electric distribution company which in turn notifies the replaced supplier and verifies the switch with the user. After acceptance, the user needs to do nothing more; the rest is fully automated.

Uniquely, the software then constantly monitors the marketplace and re-solicits bids from suppliers if it determines that a more economically advantageous rate and term may be available midway in the existing contract term, even with payment of an early termination fee. If a bid is received that is better than the user's current contract terms, the software makes a recommendation to the user to accept it (but, again, the user is under no obligation to do so).

If the user wishes, its individual circumstances are determined, and the software provides energy efficiency and conservation recommendations. As an additional no-cost service, it checks users' electric bills for accuracy.

Exhibit J - Relevant retail experience of each principal officer or managing member responsible for Delaware operations



HomeADE LLC d/b/a Zentility is an **automated energy service** formed to provide transparency to a complex and under-educated market in which energy is a big cost and an even bigger opportunity for businesses. Through its patent-pending algorithmic decision engine, the company is **reimagining** how businesses manage their energy. Its automated energy management service puts clients first. In doing so, the company has created an effortless way to manage energy for **a new generation** of business owners.

The Team:

Ryan Peusch, Chief Executive Officer - 10 years of diverse experience in energy management, business development, technology product management, and consulting. He worked in Business Development for Exelon, the leading U.S. power generator and Retail Energy Supplier, helping to develop and provide in-depth education on complex product structures and energy settlement options within the following industry segments: Power, Natural Gas, Load Response, Energy Efficiency, Solar, and Renewable Energy. He managed over \$30 million in energy related contracts while at Exelon.

Craig Tobe, Chief Technology Officer - Senior architect specializing in developing and scaling client/server applications. He has contributed to the success of major applications at companies like eBay, Constant Contact, FINRA, NPR, the American Red Cross, and many others across the finance, e-commerce, marketing, and media sectors.

Joseph Patanella, Advisor - 18 years as a technologist with the National Security Agency (NSA); entrepreneurial business experience throughout government career; founded TrustWave, a leading information security company in 1998, and grew it to over 300 employees and \$60M in annual revenue before stepping down from daily operations in 2008. He remains on TrustWave's Board of Directors.

James Cawley, CSO, Advisor – Senior advisor to the company on strategy and regulatory compliance. He served for many years as a commissioner and chairman of the Pennsylvania Public Utility Commission, one of the largest public utility regulatory bodies in the nation, beginning in the early 1980's and ending in 2015, interspersed with twenty years of law practice as counsel to several public utilities and competitive electric, gas, and telephone suppliers.

Exhibit K - States in Which Applicant Is Presently Providing Electric Broker Services and States Where Applicant's Applications Are Pending

Applicant is presently providing electric broker services in:

State: PA	Type of License: Broker/Marketer License No. A-2016-2545195
State: NJ	Type of License: Energy Agent (EA-0387); Energy Consultant (EC-0126); Private Aggregator (PA-0187) LICENSE RENEWALS PENDING
State: IL	Type of License: Agents, Brokers and Consultants License No. 16-0435
State: MA	Type of License: Electricity Broker License No. EB-416
State: DC	Type of License: Broker License No. EA-2017-08
State: NY	Type of License: None required
State: TX	Type of License: None required
State: CN	Type of License: None required of brokers

Pending applications have been filed in:

Maryland

Ohio

Rhode Island

New Hampshire

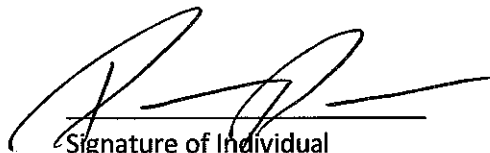
Exhibit L – State Public Utility Commission Orders and Decisions

ATTACHMENT M

VERIFICATION OF APPLICATION

STATE OF PENNSYLVANIA)
) SS
COUNTY OF ADAMS)

On this 4th, day of January 2018, personally came before me, the subscriber, a Notary Public in and for the state and county aforesaid, Ryan Peusch as the President & Chief Executive Officer of HomeADE LLC dba Zentility, known to me personally to be such or having presented to me satisfactory evidence of identity, and acknowledged this document to be his act and deed and the act and deed of such limited liability company, that the signature of such individual is in his own proper handwriting, and that the facts set forth in this application are true and correct to the best of his knowledge, information, and belief.



Signature of Individual

Printed Name: Ryan Peusch

SIGNED AND SWORN (OR AFFIRMED) before me on this 4th day of January, 2018 by Ryan Peusch.


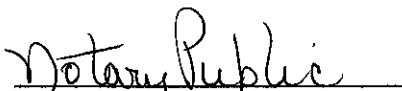
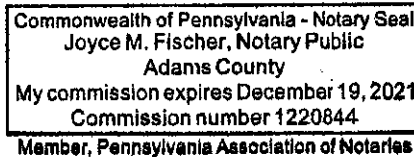

Signature of Notarial Officer
Title (e.g., Notary Public)

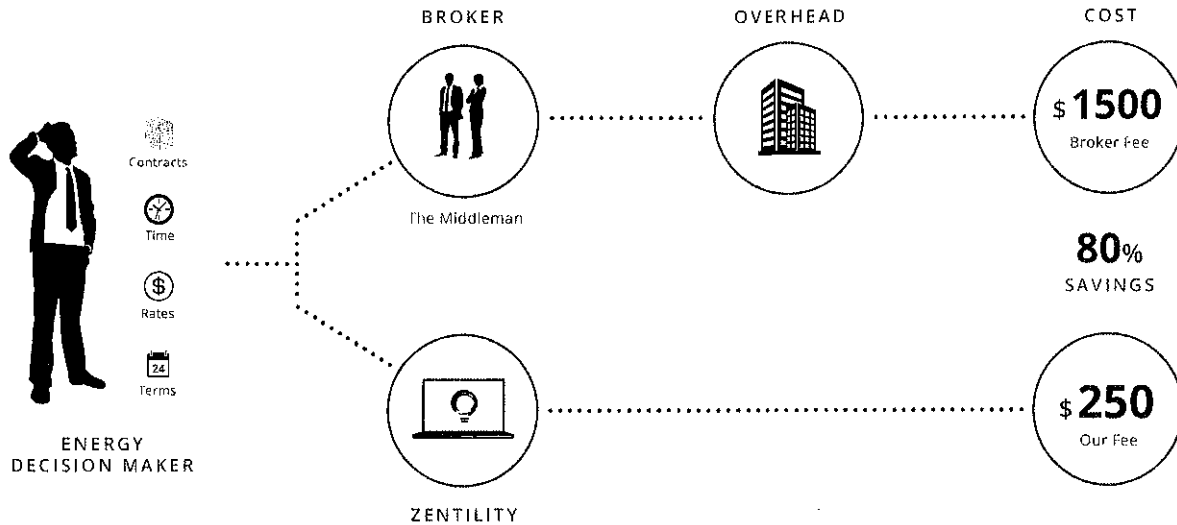
Exhibit N – Marketing Plans and Materials

Zentility Overview

A NEW WAY TO MANAGE YOUR ENERGY



HOW IT WORKS



*Annualized costs based on a business about the size of a large car dealership and a broker fee of .003 vs. a **Zentility** fee of .0005

WHAT WE DO

- **IDENTIFY**
We only partner with the most reputable energy suppliers and efficiency partners
- **BID**
We source and analyze the best option given budgetary requirements and sustainability
- **EXECUTE**
We streamline the contract review, approval and booking processes
- **MONITOR**
We continuously search the market for better rates, track your usage and review bills for errors
- **EDUCATE**
We provide personalized reporting and industry insights on effective energy management

WHY WE ARE DIFFERENT

- **LOWEST COST**
We offer scalable technology, no overhead, and superior service for a fraction of the price
- **AUTOMATED PLATFORM**
We have built a scalable online marketplace that outperforms all other methods of securing rates
- **INNOVATIVE SOFTWARE**
We aggregate and analyze data in meaningful ways; changing the way people buy and budget their energy
- **CONTINUOUS MONITORING**
We have created an algorithm that allows even the smallest business to benefit in ways once only reserved for the largest, most sophisticated, energy users
- **COMPLETE TRANSPARENCY**
We disclose all fees, even those you may not even know you are paying

We Make it Simple for you to Save on Energy

We Are

Zentility manages your energy needs all in one location so you can easily see your savings.



AUTOMATED



SECURE



SIMPLICITY



UNBIASED



GARANTEED SAVINGS



PROACTIVE

Step 1: **Sign Up**

First, create a username and password with your local electric utility. Don't have one, or don't know what it is? Not a problem. A Zentility team member will help you get set up for FREE.

Set up takes less than 5 minutes! Once you're done, Zentility takes care of managing the rest, so you don't have to.

Step 2: **Automatically Save time and money with Zentility**

Zentility uses its patent pending algorithms to save you money by automatically switching you to the supplier with the best energy rate in your area. We then monitor your energy usage and provide recommendations to increase energy efficiency. Zentility also monitors your bills for errors to make sure you are not being charged too much for electricity.

This all happens "automagically" through the Zentility platform. You can either set it and forget it, or be engaged with our app and watch the savings!

Step 3: **Continuous Monitoring & Savings**

Zentility continues to manage your energy rates, bills, and usage 24/7, making you more efficient with your time and money. We want you to have the peace of mind of knowing that Zentility is running in the background for your business, always watching out for your bottom line.

Each month, check your mobile app or online dashboard to view savings, irregularities in billing, energy usage feedback and more!

Exhibit O – Attestation of Submission of Confidential Information

Attestation of Submission of Confidential, Proprietary, and Privileged Material

Per 26 Del. Admin. C. § 1001-1.11

I, Ryan Peusch, President & Chief Executive Officer of HomeADE LLC d/b/a Zentility, do hereby attest, under penalty of perjury, that Exhibit G of the Application of HomeADE LLC d/b/a Zentility for an Electric Broker Certificate to the Delaware Public Service Commission is 1) not a “public record” as defined by 29 Del. C. § 10002(l) because it is competitively sensitive commercial or financial information under 29 Del. C. § 10002(l)(2); and 2) is not subject to inspection by either the public or by other parties unless an appropriate proprietary agreement is executed.

As such, I request that the Delaware Public Service Commission accord confidential treatment to Exhibit G of the Application of HomeADE LLC d/b/a Zentility for an Electric Supplier Certificate – Broker to the Delaware Public Service Commission in accordance with 26 Del. Admin. C. § 1001-1.11.

In compliance with 26 Del. Admin. C. § 1001-1.11.3, I have submitted, attached to this Attestation, for filing a copy of the document described above without the confidential information, with an indication that the claimed confidential information has been deleted.

Executed August 22, 2017

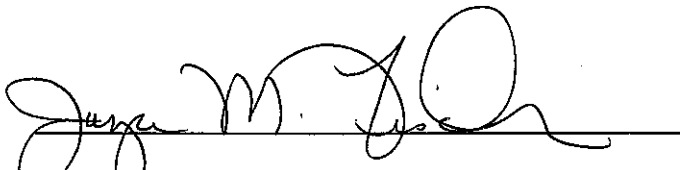


Ryan Peusch, President & CEO, HomeADE LLC d/b/a Zentility

COMMONWEALTH OF PENNSYLVANIA

COUNTY OF ADAMS

Sworn to and subscribed before me on August 22, 2017 by Ryan Peusch


[NOTARY NAME] Joyce M. Fischer

My commission expires: December 19, 2017

